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### **FOR IMMEDIATE RELEASE**

## **Donate a Bike to Shifting Gears and Change Lives Help Bicycle Garage Indy Reach Goal of 1000 Bikes**

INDIANAPOLIS, IN [14 December 2007] -- Bicycle Garage Indy (BGI) is calling on the Central Indiana community to donate used bikes this holiday season to Shifting Gears. With the community's help, BGI will reach its goal of 1000 bikes donated to Shifting Gears by December 31, 2007. Through the Shifting Gears program, each donated bike makes a positive difference in the many lives it touches – from the donor, to the people refurbishing the bike and finally for the person receiving the refurbished bike.

Shifting Gears is a unique partnership between Bicycle Garage Indy, the Indiana Department of Correction and Volunteers of America. Through the program, donated bikes are refurbished by Shifting Gears program participants in the Indiana Department of Correction. The program teaches valuable maintenance and repair skills and provides the opportunity to make a positive contribution to society. Refurbished bikes are donated back to the community through charitable organizations to those in need.

Since the Shifting Gears program began in August 2006, nearly 900 bikes have been donated to the program through Bicycle Garage Indy. In its role as the bike shop partner in the Shifting Gears program, Bicycle Garage Indy accepts donated bikes, transports them to the correctional facilities to be refurbished, arranges for purchasing of parts and promotes the program through its website, emails to customers and in-store signage.

Bikes can be donated during business hours at either Bicycle Garage Indy location:  
BGI North: 4130 E. 82<sup>nd</sup> St., Indianapolis, 317-842-4140  
BGI South: 997 E. County Line Rd., Greenwood, 317-885-7194

For additional information: [bgindy.com/for/shiftinggears](http://bgindy.com/for/shiftinggears)

Used bicycles donated through Bicycle Garage Indy to Volunteers of America for the Shifting Gears program may be eligible as a tax-deductible donation to the Volunteers of America.

*Bicycle Garage Indy promotes and supports healthy lifestyle changes in the Central Indiana community by providing a retail experience that "wows" its customers and delivering the following value-added services: 1) educating customers about how to use its products for a healthier lifestyle, 2) building excitement for the use of our products and provide the motivation for a healthier lifestyle, and 3) expanding the opportunities for a healthy lifestyle by increasing the venues for safe and fun cycling. For more information about Bicycle Garage Indy, visit [www.bgindy.com](http://www.bgindy.com) or call 317-842-4140 (BGI North) or 317-885-7194 (BGI South).*